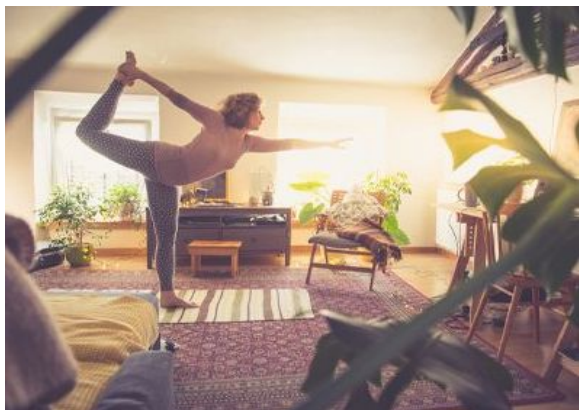


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“More options than ever mean consumers are at a crossroads when it comes to leisure activities. The choice is no longer between which restaurant or pub to visit, but whether to go out at all. Operators must tap into the experience economy to entice consumers to venues, or utilise technology to meet them at-home.”

- Lauren Ryan, Leisure Analyst

This report looks at the following areas:

- Go where the people are
- Multi-dimensional leisure concepts are now the norm, not the exception

The UK leisure sector continues to enjoy healthy growth and is valued to be worth £111 billion in 2019. The live music sector has earned the position of fastest-growing leisure segment, jumping 6% since 2018.

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## Table of Contents

### Overview

What you need to know  
Products covered in this Report

### Executive Summary

The market  
Leisure market continues rising  
Figure 1: Market value forecast of UK leisure industry\*, 2014-2024

Gambling and eating out in online transition

Consumer confidence at all-time high

Experiences the new social currency

Live music fastest-growing sector

Private fitness clubs dominate

Pubs forecast to grow moderately  
Figure 2: Value growth rates, by leisure segment, 2018-19

Companies and brands

Boutique studios continue expansion

Big Tech strengthens position in health tracking

Indoor cycling players battle uphill

Online gambling and gaming a natural pairing

Bar and game format revival continues

Live music sector goes green

UK cinemas in the middle of the streaming wars

Delivery players continue to disrupt

The consumer

Brits love to dine out

Health club attendance spikes...  
Figure 3: Participation in leisure activities, September 2019

...while competition rises from at-home fitness  
Figure 4: At-home exercise participation, September 2019

Cinemas in the streaming service era  
Figure 5: At-home video content consumption, September 2019

Home delivery a family affair  
Figure 6: At-home food takeaway/delivery companions, September 2019

Website still primary point of contact...  
...while app use grows the fastest  
Figure 7: Researching leisure activities, 2016 and 2019

Live entertainment seen as most expensive

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Figure 8: Correspondence analysis of leisure activity perceptions, September 2019

Escape rooms capture interest

Figure 9: Future interest in leisure activities, September 2019

What we think

## Issues and Insights

Go where the people are

The facts

The implications

Multi-dimensional leisure concepts are now the norm, not the exception

The facts

The implications

## The Market – What You Need to Know

Leisure market continues rising

Gambling and eating out in online transition

Live music fastest-growing sector

Private fitness clubs dominate

Pubs expected to grow moderately

Consumer confidence at all-time high

Experiences the new social currency

## Market Size and Forecast

Leisure market continues to grow

Figure 10: Value of the UK leisure industry\*, 2014-19

A sector in transition

Leisure market forecast to reach £124 billion

Figure 11: Market value forecast of UK leisure industry\*, 2014-2024

Forecast methodology

## Market Segmentation

Live entertainment and arts reach new heights

Live music fastest-growing sector

Visitor attractions benefit from 'staycations'

Figure 12: Value growth rates, by leisure segment, 2018-19

Fitness market in two minds

Private fitness club membership at all-time high

First signs that leisure centres may recover

Pubs the pick of the night

Pub revenues climb despite site decline

Nightclubs struggling the most

Gambling propped up by online

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As punters opt for online...

...betting shops take the hit

Figure 13: Market share of leisure industry, by segment, 2019

Eating out growth driven by delivery

Third-party apps crucial to sector...

...although news isn't great for all

Figure 14: Value of the leisure industry, by segment, 2014-19

## Market Drivers

Britain's economic woes not all bad

Low Pound keeps British spend at home

Figure 15: Pound versus euro and US Dollar, May 2016-November 2019

Wages rise while unemployment drops to record lows

Figure 16: UK unemployment rate (aged 16 and over), Q3 2009-Q3 2019

Consumer confidence continues to grow

Financial wellbeing at all-time high

Figure 17: The financial wellbeing index, January 2015-August 2019

Brexit fatigue turns consumers inwards

Experiences the new social currency

Millennials have changed the game

Social media like fuel to the fire

Figure 18: Leisure activity participation, by generation, September 2019

Holistic health impacts lifestyle choices

Fitness no longer foreign from fun

Time-poor consumers opt for convenience

## Companies and Brands – What You Need to Know

Boutique studios continue expansion

Big Tech strengthens position in health tracking

Indoor cycling players battle uphill

Online gambling and gaming a natural pairing

Bar and game format revival continues

Live music sector goes green

UK cinemas in the middle of the streaming wars

Delivery players continue to disrupt

## Launch Activity and Innovation

Boutique studios continue expansion

F45 joins forces with Everyone Active

East London cross-training Blok heads to Manchester

Big Tech strengthens position in health tracking

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Apple releases Apple Watch Series 5  
 Google announces Fitbit acquisition  
 Indoor cycling players battle uphill  
 1Rebel takes on Peloton in the UK  
 SoulCycle debuts travel Retreats with Black Tomato  
 Online gambling and gaming a natural pairing  
 Sky Sports broadcasts first ePremier League tournament  
 William Hill launches esports product  
 Bar and game format revival continues  
 Social Entertainment Ventures announces bingo concept  
 Flight Club team open shuffleboard venue  
 Live music sector adapting to the times  
 Glastonbury and Live Nation go plastic-free  
 Amazon takes the lead with concert streaming  
 UK cinemas in the middle of the streaming wars  
 Netflix cuts the theatrical window (again)...  
 ...while Apple TV+ takes a different strategy  
 Arts venues do it differently  
 London's first museum 'Lates' festival debuts  
 The O2 welcomes Mamma Mia! The Party immersive experience  
 Delivery players continue to disrupt  
 Deliveroo launches click-and-collect service  
 Just Eat v Takeaway.com merger in the works

### The Consumer – What You Need to Know

Brits love to dine out  
 Health club attendance spikes...  
 ...while competition rises from at-home fitness  
 Website still primary point of contact...  
 ...while app use grows the fastest  
 Live entertainment seen as most expensive  
 Escape rooms capture interest

### Out-of-home Leisure Activity Participation

A nation of diners and drinkers  
 Eating out most common but broadly stable  
 Figure 19: Participation in leisure activities, September 2019  
 Eating out propped up by affluent regulars  
 Restaurants should avoid delivery dependence  
 Figure 20: Change in leisure activity participation, 2017-19  
 Punters play frequently

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Online is the channel of choice  
 Lotteries account for weekly participation  
 Competitive socialising continues revamp  
 Tenpin bowling still hitting strikes  
 Innovative operators target the Millennial demographic  
 Health club attendance spikes  
 Clubs challenged to hit both convenience and price  
 New competition from the at-home sector

### At-home Leisure Activity Participation

'Hometainment' trend here to stay  
 Home workouts make rapid progress  
 Figure 21: At-home exercise participation, September 2019  
 Where at-home already wins  
 Where at-home must aim to win  
 Media landscape increasingly crowded  
 Younger consumers driving on-demand content  
 Cinemas can be all-in-one entertainment hubs  
 Sports viewing habits evolving  
 Pay-TV premiums lead sports supporters out of home  
 Sports viewing gets a feminine touch  
 Figure 22: At-home video content consumption, September 2019  
 Home delivery a family affair  
 Figure 23: At-home food takeaway/delivery companions, September 2019

### Researching Leisure Activities

Website still primary point of contact  
 Figure 24: Researching leisure activities, 2016 and 2019  
 App use grows the fastest  
 Over half use multiple research methods  
 Figure 25: Repertoire analysis of research methods for leisure activities, September 2019

### Perceptions of Leisure Activities

Live entertainment most expensive  
 Opportunity to attract women's game supporters  
 Live music seen as worth the investment  
 Figure 26: Correspondence analysis of leisure activity perceptions, September 2019  
 Inclusivity key to family-friendly  
 Child play areas boost attractions' attendance  
 Leisure centres have inclusive edge over private sector  
 Figure 27: Perceptions of leisure activities, September 2019

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### Future Interest in Leisure Activities

Escape rooms: game of 2019

Gaming realities go virtual

Figure 28: Future interest in leisure activities, September 2019

### Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

### Appendix – Market Size and Forecast

Market forecast

Figure 29: UK leisure industry, value forecast scenarios, 2019-24

Forecast methodology

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